

Attorney Docket No. 06618/790001/CIT 3411

Amendment to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in the application:

1-41. (Canceled)

42. (Previously Presented) A method, comprising:

analyzing an image to determine salient parts of the image representation by obtaining information about the image in at least a first spectral range and a second spectral range that is a different spectral range than said first spectral range; and

correlating said information about the image in said first spectral range to information in said second spectral range, determine salient portions of the image from said correlating, without looking for specific content of the image.

43. (Original) A method as in claim 42, wherein said analyzing comprises using said salient portions to determine an effectiveness of said image in displaying a product.

44. (Original) A method as in claim 43, wherein said analyzing comprises analyzing pixels of said image using mean pixel values.

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45. (Original) A method as in claim 43, wherein said analyzing comprises analyzing pixels on said image using second higher order statistical variations.

46. (Original) A method as in claim 43, wherein said image representation is a single image at a single time.

47. (Original) A method as in claim 43, wherein said image representation is a sequence of images in time representing a moving scene.

48-53. (Canceled)

54. (Previously Presented) A method as in claim 42, further comprising using said analyzing to optimize a display of visual information.

55-59. (Canceled)